



For nearly four decades, marketing visionary **Tom Feltenstein** - undisputed champion of the innovative Neighborhood Marketing and Strategic Four Walls Branding concept - has taught companies to think big and act locally. He espouses the mantra that everything you need for success can be found within your own four walls.

Tom advocates that you must take care of your internal customers - your employees - to earn their loyalty and transform them into your passionate marketing ambassadors. He foretold the end of mass marketing a decade before it became the new buzz. Tom is a people person who preaches that the path to success is the one that affords you the most influence, costs you the least, and offers the biggest payoff - a joyful life of uncommon success.

Prior to Tom's distinguished 25-year trajectory as a consultant to Fortune 500 companies, as well as franchises and small businesses, Tom began his career with McDonald's Corporation. At McDonald's, he soon became a senior-level marketing executive under the legendary Ray Kroc, who taught him the fundamentals of neighborhood marketing. Tom later served as a marketing executive at Burger King, and a senior VP for Bozell, an international multi-billion dollar advertising agency. He also owned a highly successful 16-store restaurant franchise.

Tom is the CEO and founder of Power Marketing Academy, a leading consulting firm that educates businesses in the retail, hospitality and service industries. Power Marketing Academy conducts clinics, seminars, strategy sessions, and trainings. It also offers a wealth for marketing resource materials, including books, DVDs, CDs, and White Papers.

Frequently called upon by the media to share his marketing expertise wi...

Tom Feltenstein

Speech Topics

- ☐ Retail
- ☐ Personal Growth
- ☐ Marketing
- ☐ Human Resources
- ☐ Employee Engagement



Testimonials

“Tom's ideas aren't just the makings of a marketing plan. His thoughts form the basis of a business model that cuts to the heart of your business. It begins as a virus within the four walls of your store and eventually becomes pandemic.”

- Express Personnel Services.

“His [Tom's] charisma and story-telling captivated the audience and helped to encourage and motivate our franchises towards a successful future. Many commented that he was the best keynote speaker that this organization has enlisted. He recognized our culture immediately and observed our steps towards becoming the #1 tax preparation company in the universe.”

- Liberty Tax Service.